



AnimalsAsia

Kindness in action

**IT'S ALL
THANKS
TO YOU**

Animals Asia Review 2024



THANK YOU FOR IT ALL

Dear friends,
You made 2024 an amazing year for Asia’s animals. Because of your loyal and generous support, we were able to help countless animals in need.

And last year we reached an incredible milestone – we rescued our 700th bear, gorgeous Christmas!

This beautiful, skinny boy was welcomed home through our sanctuary gates at Tam Dao just four days before Christmas, and we couldn’t have asked for a better present.

One of 13 bears we rescued in 2024, Christmas truly is a special bear. He settled in straight away, quickly melting our hearts with his cheeky smiles. You can read about this lovely boy on page 9.

Tragically, other bears enjoyed only months, and some just weeks, in our care. Bears like Ha Long tried so hard to live. And we tried so hard to save her. Her story is heartbreaking, but it’s also a testament to the power of love. Please see page 17.

Other animals too felt the warmth of your love in 2024. Elephants, macaques, birds and many other animals also ended the year free from suffering and with love in their hearts. On behalf of every one of these precious animals, *thank you*.

With my sincere gratitude,

Jill Robinson MBE, Dr med vet hc, Hon LLD
Founder and CEO

“It’s because of you, our wonderful supporters, that Animals Asia was able to make such a profound impact in 2024.

Your kind and generous support touched the lives of many thousands of exploited animals and influenced millions of people. Thank you beyond words for being the lifeline the animals so desperately need.”

Anneleise Smillie

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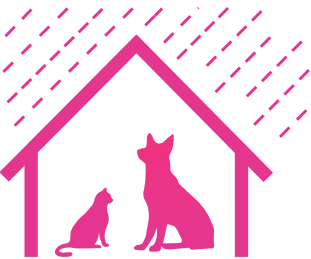
YOUR INCREDIBLE IMPACT

Because of your kind heart, the world became a better place for the animals in 2024.
With your precious gifts we:

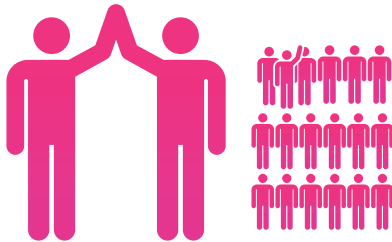
Rescued **13**
beautiful moon
bears.



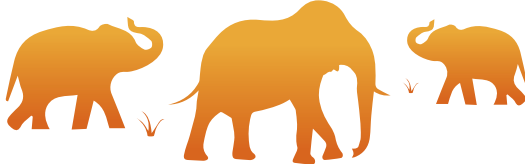
Helped **13,350**
shelter dogs and cats in
China.



Supported **400+** Chinese
groups that help
dogs and cats.



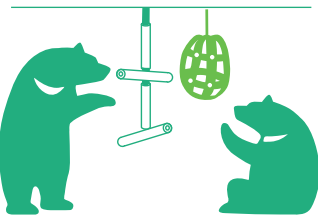
Helped care for **14** rescued elephants.



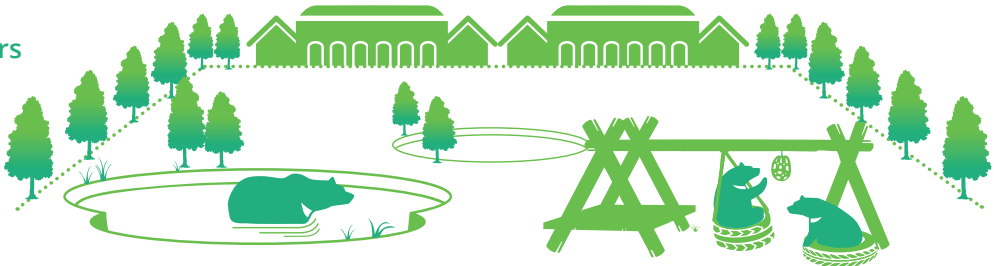
Provided training to
zoos, rescue centres
and government vets.



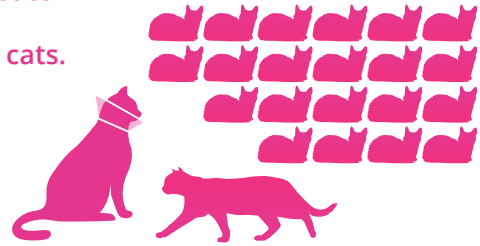
Provided **822**
physiotherapy
sessions to
rescued bears.



Cared for almost **300** bears
at our sanctuaries.



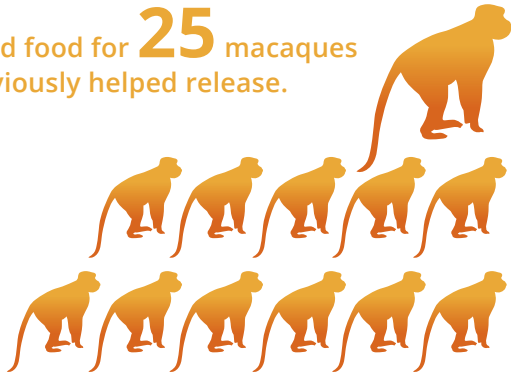
Helped neuter
467 cats.



Reached over **33m**
people on social media
via our global English-
language posts.



Provided food for **25** macaques
we previously helped release.



Stopped **10** restaurants from
selling dog and/or cat meat.



Celebrated the arrival
of "Christmas", our
700th
rescued bear.



Helped rescue and release
over **23,000**
songbirds.



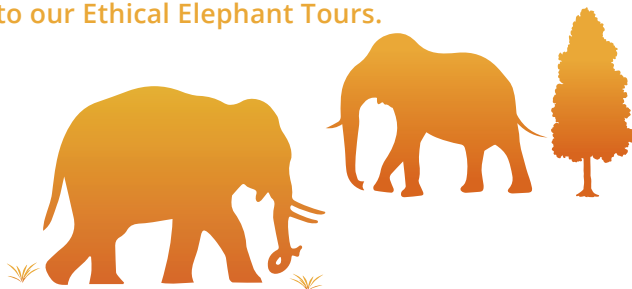
Held **52**
campaigns in
China to promote
cat and dog
welfare.



Worked with the
authorities to reduce
human-bear conflict
in China.



Welcomed over **1,500** visitors
to our Ethical Elephant Tours.



Gave **15** shelter dogs and cats
new wheelchairs.



OUR BEAUTIFUL BEARS

Xin Xin and
her friends
thank you for
showering
them with
love and
kindness.



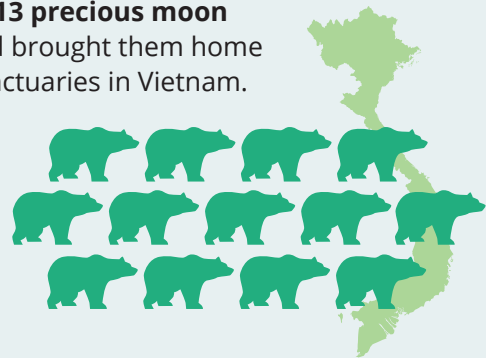
YOU'RE THEIR PRECIOUS LIFELINE

Your special compassion means everything to bears who survived years of exploitation in small cages.

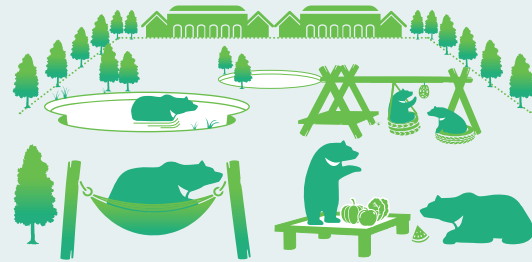
You're turning their trauma and pain into wellness and joy, and driving our work to protect bears in China and Vietnam.

With your amazing support, in 2024, we:

Rescued 13 precious moon bears and brought them home to our sanctuaries in Vietnam.



Provided world-class care for the 297 bears living peacefully in our sanctuaries, 99 in China and 198 in Vietnam.



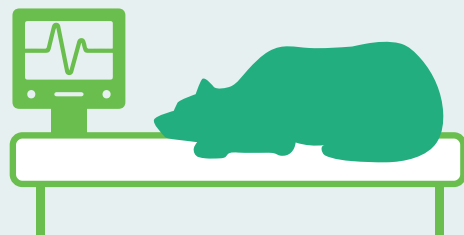
Launched a major campaign in Hanoi to raise community awareness about bear bile farming and the herbal alternatives to bile.



Fed the bears at our sanctuaries over 350,000 kilograms of nutritious food, including pumpkin, carrot, sweet potato, cabbage, tomato, apple and pear.



Performed 221 full-body health checks on our rescued bears, including 23 major surgeries.



Celebrated the rescue of our 700th bear, handsome Christmas who arrived just in time for the holidays.



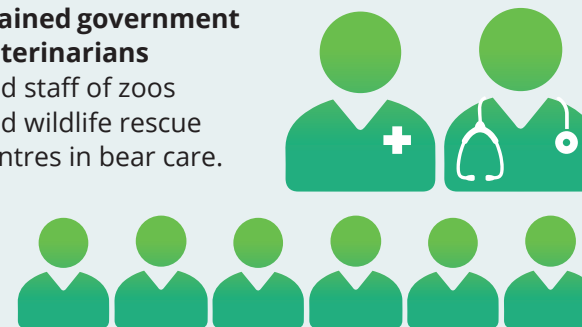
Prepared over 150,000 medication pots used to help the bears take their meds. The pots are usually filled with treats like banana chunks and sweet syrup or rice porridge.



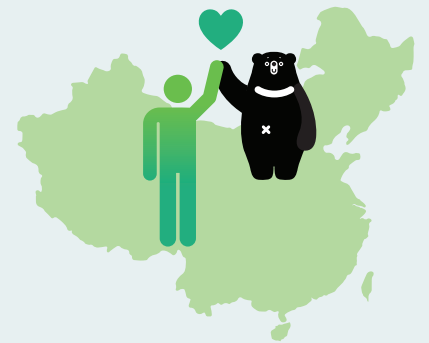
Started physio sessions for bears with mobility problems at our new Bach Ma sanctuary. Now all three of our sanctuaries have physio programs.



Trained government veterinarians and staff of zoos and wildlife rescue centres in bear care.



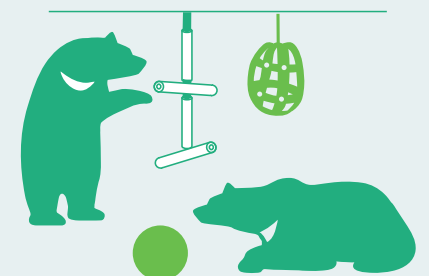
Continued working with the authorities to reduce human-bear conflict in China.



Stuffed 142,050 marshmallows with tablets for the bears at our China sanctuary.



Started annual physiotherapy assessments for *all* the bears at our Tam Dao sanctuary.



Planted 3 new community herbal gardens, bringing the total number across Vietnam to 35. We work with schools and local communities to create the gardens and raise awareness of herbal alternatives to bear bile.



OUR LUCKY 13

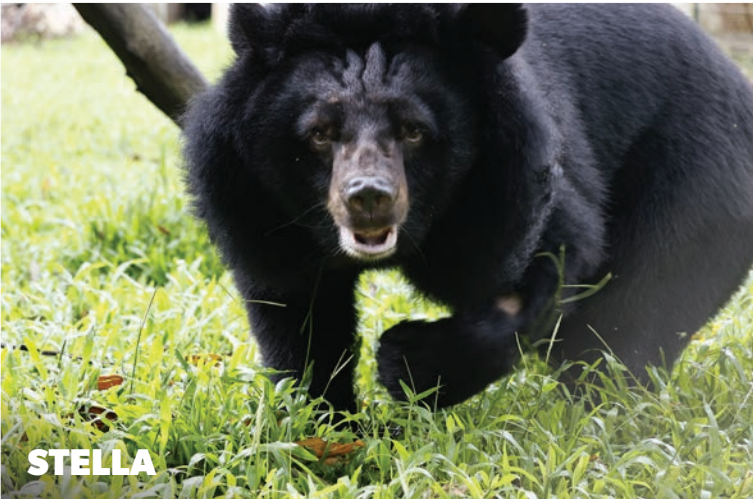
Your kindness brought 13 beautiful moon bears home to our sanctuaries in Vietnam in 2024.

Nine of these gorgeous bears – girls Calissa, Celeste, Lelly and Stella, and boys Kenny, Romeo, Freedom, Mua and Christmas – are settling in well and loving their magical new lives.

Tragically though, our beautiful girls, Ha Long, Thang Long and Tulip, and our lovely boy, Stephen, lived only a short while in our care, their bodies simply too damaged to repair.

But in that short time, they felt your caring hands at work. You took away their pain, you filled their tummies with delicious food, and you showed them they were loved and cherished.

Meet our brave survivors who grow stronger every day, each progressing at their own pace.



And Christmas makes 700!

Our last rescue for 2024 marked an incredible milestone – our 700th bear, gorgeous Christmas!

He arrived just days before Christmas, gaunt and lethargic. He needed treatment for high blood pressure and a painfully fractured tooth.

But with his healthy appetite and mischievous smile, this special boy was quickly on the road to recovery.

Welcome home, Christmas!
This beautiful boy is the 700th bear we've rescued in China and Vietnam since 2000.



Our sun bears wear their hearts on their sleeves. Whether they're feeling joy, frustration, curiosity, excitement or annoyance, you can always see it in their behaviour. They're also super destructive. Our 13 sunnies probably cause more damage than our 200 moon bears!

MEET OUR SUNNIES

They're super cute and cheeky, they have velvety fur and cupcake ears, and they're smaller than our moon bears, but the 13 sun bears at our Tam Dao sanctuary are a force to be reckoned with.

Our mischievous sunnies are happiest when they're on demolition duty! We constantly need to replenish or rebuild their toys, hammocks and swings. And even their solid wooden climbing structures need regular maintenance as sunnies love to chew and claw.

Unlike their moon bear cousins, many of whom snooze through the colder months, our sunnies are at it all year round! Of course, it's all worth it to see these precious bears playing so happily, with freedom in their hearts and blissful smiles from ear to ear. **Your help in keeping them smiling is so much appreciated.**

Murphy gives all he's got to claw, rip and chew his hessian sack to shreds.



Murphy, Lamma and Cubby Leo conspire to see how quickly they can break their hammock.



Goldie enjoys nothing more than destroying his hanging toys (and his tyres).

Watch Goldie break his tyre swing ▶



Watch Nelson make a trampoline ▶



MAKING HAY WHILE THE SUN SHINES

It sounds romantic, but the hot and humid August weather makes collecting straw for the bears at our China sanctuary hard, sweaty work for our team.

And it needs to be done quickly, as soon as the straw is dry and before the rain sets in.

But months later, the contented smiles on the faces of our bears as they snuggle down in warm, cosy nests make it all worthwhile.

The straw is also used as enrichment for the bears. Some of them really enjoy playing with it.

"This is also a great way to work with the local farming community around the sanctuary as we pay them for the straw. This annual collection provides the straw needed for all the bears for the entire year."

Ryan Marcel Sucaet, Bear and Vet Team Director, China



Our unsung heroes give their all for the bears during the hottest part of the year...



... all so the bears can nestle down in the straw during the cold winter months.



Some bears like our comedian, Kimmy, also like to play with it.



We've recently discovered that our talented (and modest) Chengdu Bear Team Manager, Amanda Goble, was a busy bee while waiting on her visa for China. And not just a little busy – writing a 232-page book busy! Amanda's book, "No Bored Horses: Essential Enrichment for Happy Equines", is the first on the subject to focus specifically on horses. Congratulations Amanda!



Jravan Chen of China's Companion Animal Anaesthesiology Association has been a generous supporter of Animals Asia for a number of years, and he didn't let us down in 2024. Jravan donated an anaesthetic depth monitor to our Chengdu vet team, allowing us to monitor the brain function and anaesthetic depth of our bears, which means a more controlled and safer anaesthesia. *Thank you, Jravan, and thank you too to all the wonderful vets who've helped us in so many ways in 2024.*

NO BEAR LEFT BEHIND

In 2024, Animals Asia rolled out a major new bear protection campaign in Vietnam in a renewed push to end bile farming in the country once and for all.

We chose Phung Thuong, a district of Hanoi and a bile farming hotspot, for the launch which included gifts to the local community of herbal balm, an alternative to bear bile that we created in conjunction with experts.

Working with our government partner, the Hanoi Forest Protection Department, we're raising community awareness of bear protection and conservation through a variety of events and activities.

These include free health consultations with



Our founder, Jill, hands out herbal balm to residents of Phung Thuong, a bear bile farming hotspot in Hanoi.

traditional doctors prescribing herbal treatments, giveaways of bear bile alternative products to locals, activities and competitions at schools, and bear protection signboards across Phung Thuong.

THANK YOU

We're very grateful to **Cocoon** and **Vu Gia** for generously providing their expertise to develop our herbal balm.



Giant concrete tunnels are a great hit with the bears. They love snoozing in them. We installed 10 more at our China sanctuary in 2024, bringing the total number of tunnels there to 25.

Self-help for our bears

Our Cooperative Care Program sees the bears learn certain tasks to avoid the need to anaesthetise them for simple procedures like checking their teeth or having their blood pressure taken. They're encouraged to learn with the help of lots of tasty treats and kind, encouraging words. First they learn some basic behaviours before moving on to more complex tasks.

HE'S PROBABLY THE WORLD'S OLDEST MOON BEAR

Our precious Tatzi just turned 36, an astonishing age for *any* moon bear, but especially one who spent years in the saddest cage we've ever seen.

Tatzi has no teeth, heart disease, hypertension and arthritis, but this beautiful boy still enjoys every day of his enchanted life that you make possible.

Tongue lolling out and tatty ears fluttering in the breeze, he spends his days pottering around and foraging for delicious food. He also likes to soak in the metal pool and stretch his long body on the grass, his satisfied tummy facing the sun.



Poor Tatzi was trapped in a coffin-like cage on a bile farm. It's a miracle he even survived.



Brought to a rescue centre in 1995 and transferred to our China sanctuary in 2009, he got the special care he needed.



Tatzi is one of our water babies and, even at his current grand, old age, he still loves his dips in the pool.



He had the time of his life at his birthday party. Scan the QR code to watch Tatzi enjoying his special 36th birthday love.



LET'S GET PHYSICAL

In 2024, we introduced annual physiotherapy assessments for our Tam Dao bears and launched a physio program for our new Bach Ma sanctuary.

This was on top of the 724 targeted physio sessions we provided to bears living at all three of our sanctuaries.

Pia Dodd, Vet Nurse at our Tam Dao sanctuary, explains the benefits of yearly physio health assessments:

"This will give us an idea of where the bears are at with their mobility and show us areas they need help with. We'll also be able to monitor their mobility by comparing their scores over the years."

Another benefit is that since starting the annual assessments, two of our bears – Mia and Nelson – have started a physio program as they proved in their session that they had mobility deficits that had room for improvement."

And Associate Veterinarian Rachel Sanki explains why so many of our rescued bears have mobility problems:

"We believe it's due to the limited movement and poor nutrition on the bile farms that our rescued bears are more predisposed to develop arthritis of their joints and spine."

Their physio exercises are tailored to their individual needs, and help to stretch tight muscles and strengthen particular areas of their bodies we know to be weak."

Buzz shows how it's done

Sweet little Buzz stretched her short forepaws to claim a delicious treat and our Bach Ma physiotherapy program was born.

Veterinary and Behavioural Husbandry Services Director Sarah van Herpt and Vet Nurse Pia Dodd, who have years of experience running our Tam Dao sanctuary's bear physio program, guided the Bach Ma staff on setting up their own program.

Buzz was chosen as the first bear because she's lacking strength in her limbs after spending 20 years on a bile farm.



Buzz is the first bear to join our Bach Ma sanctuary's physiotherapy program. Now she can build up more strength in those very cute, but short and weak, legs of hers.



A special den was set up for Buzz, with lots of toys and treats to stretch and reach for. A willing participant, she took to her exercises enthusiastically, albeit slowly.

OUR BABIES ARE ALL GROWN UP

Three years ago, our Cub House was alive with the playful exuberance of seven tiny cubs.

All stolen from their mothers in the wild, these babies needed extra love and care.

Today, thanks to your kind heart, these gorgeous bears are thriving. They still all live together happily, sharing a large outdoor enclosure with adult-sized climbing frames, trees and a big swimming pool.

Meet our young heartbreakers today:

Mudky is an adorable, cheeky character who loves climbing trees and playing with his enrichment toys. We often see him spinning the blue barrel like he's a game show host. He takes branches into the pool to chew on and at night he often sleeps with Yen.



An's favourite toys are those he can blissfully destroy – hessian sacks, palm brooms, firehose cubes and straw brooms. He's close with Tango and the two sometimes lie down together for an afternoon snooze. One of his favourite foods is pineapple.



Yen likes to host tree parties for his friends. This involves him climbing a tree and breaking off leafy branches for his buddies below. Then he'll join them for a joyous leaf-eating fest! Yen likes to snuggle up at night with Cocoon or Mudky.





STAR

Our friendly Star is an active, confident boy who loves wrestling and playing chase with his friends. He likes to rest on the high climbing structures, but only after he's exhausted himself scampering all over them.



COCOON

Cute, confident and cheeky, Cocoon's favourite pastimes are playing on the bamboo swings and splashing in the big pool. She loves the challenging puzzle feeders and she often hangs out on top of the big A-frame structure with her best friend, Yen.



TANGO

Mischievous Tango is a friendly boy who can be a bit of a comedian when he knows he has an audience. His carefree somersaults on the grass, limbs akimbo and a smile from ear to ear, never fail to make us laugh. He likes to sleep with An.



SWEEP

Sweep loves climbing all over the wooden structures and hanging upside down from the elevated pole. She gets excited at meal times and races out of her den to forage for her favourites – carrot, apple, pumpkin and banana.

THANK YOU

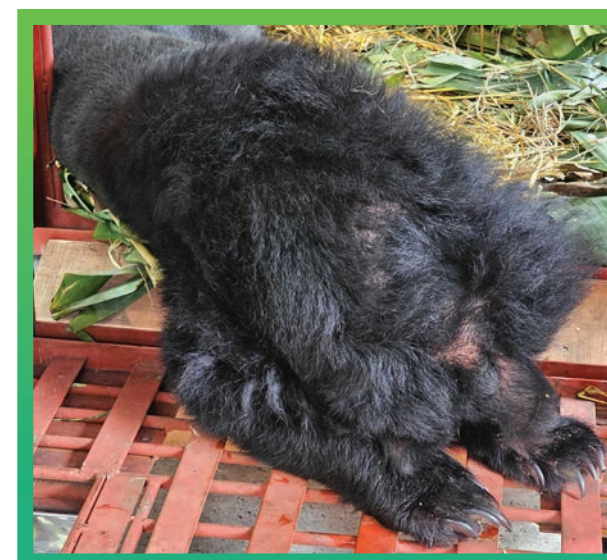
Bear-sized thanks to two special Moon Bear Heroes who donated their time and talents to help our bears in 2024. **Brooke Williams** provided professional guidance for our physiotherapy team and **Sally Nixon** shared her expertise as a veterinary behaviour specialist.

THE STORY THAT MUST BE TOLD

Her story is hard to read, but our beautiful Ha Long, a bear who fought so bravely to live, has left a legacy of courage and inspiration.

Ha Long was one of three bears rescued from a waterpark near Ho Chi Minh City in January 2024. They were all shockingly thin and in terrible condition. Thang Long died in March, Ha Long in May and Stephen in September. This is Ha Long's story.

When she arrived, Ha long was so weak that she struggled to lift her head – but she did. She was determined to live, and we were determined to save her.



When we put treats at the end of her two quarantine cages to encourage her to move, she tried so hard, but sometimes collapsed from the effort. It was heart-breaking.



Precious Ha Long lived long enough to show us her beautiful smile. But in the end, her body was just too broken from two decades of confinement and neglect.



At times, she showed improvement, but we knew that our sweet little Ha Long had a long way to go. She was still a very sick bear.



We'll never forget what you did for this gorgeous bear. She felt loved all the way to the moon and back and that's the most precious gift you could have given her.

WIN-WIN FOR BEARS AND KIDS

Our far-reaching education programs not only teach children about the need to protect bears – we also offer them a chance to participate and give back.

Many of our activities with students involve public awareness initiatives like poetry competitions and mural painting, which spread the word to the larger community. We work in areas where bile farming is prevalent and involve the families as well. *And importantly, we work without judgement.*

Here are just two examples of how your support is changing young hearts and minds:

In China, going the extra mile for the bears are the students from Chengdu's Jiayang School, where we've had a long association. In 2024, the students raised enough funds from selling T-shirts to refurbish our China sanctuary's Special Care Area for bears with mobility or other issues.

The children enthusiastically pitched in to help make bear toys when they were invited to visit the bears and tour the sanctuary with their teachers and families. The students at the school were previously Bear Guardians to our lovely Shi Liu, who has since passed away.

In Vietnam, students at the remote Tan Dong Primary School, in Vinh Phuc province, are learning about the protection of bears and wildlife, and becoming young ambassadors for change.

In October we held a quiz competition and games, offering students an interactive and fun way to learn about bear protection and herbal alternatives to bear bile. The school serves mostly ethnic San Diu students and faces significant challenges due to its remote location and limited resources.



Children from Jiayang School learned how to make bear toys, and why the toys are so vital for the bears' health.



Around 100 students from Tan Dong Primary School joined our fun activities, learning about bear protection and herbal alternatives to bear bile.



Young graduates too are benefiting from our educational outreach work. Bear Team Managers at our Tam Dao sanctuary, Hoang Van Chien (in the Moonie T-shirt) and Hiep Nguyen (left of Chien), are sharing their knowledge and expertise with young wildlife defenders. In 2024, Chien and Hiep were invited to present part of a course run by NGO, Wild Act, on preventing illegal wildlife trafficking.

OUR COMPANIONS

Countless cats and dogs felt your love and kindness in 2024. Thank you from every one of these precious and grateful friends.

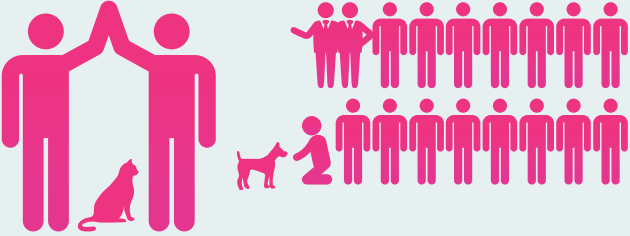


OUR BEST FRIENDS THANK YOU

You were there for thousands of cats and dogs in 2024. You rescued them from harm and treated their wounds, you fed them and kept them warm, and you helped drive our campaign to take them off the menu and into our laps.

With your kind help, in 2024, we:

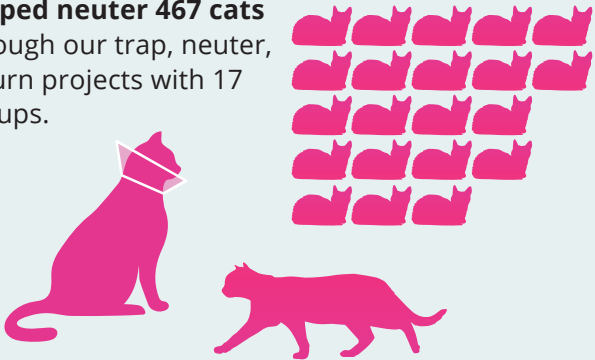
Supported 400+ Chinese groups that help dogs and cats.



Helped 13,350 dogs and cats in 33 struggling shelters in China.



Helped neuter 467 cats through our trap, neuter, return projects with 17 groups.




Stopped 10 restaurants from selling dog and/or cat meat by reporting them to the Chinese authorities.



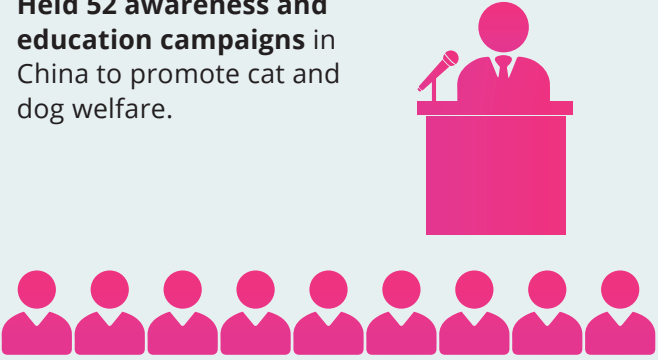
Provided 15 dogs and cats with new wheelchairs through Vietnamese NGO Forever Wheelchair.



Distributed 3.5 tonnes of rice and dog kibble to shelters in Vietnam.



Held 52 awareness and education campaigns in China to promote cat and dog welfare.



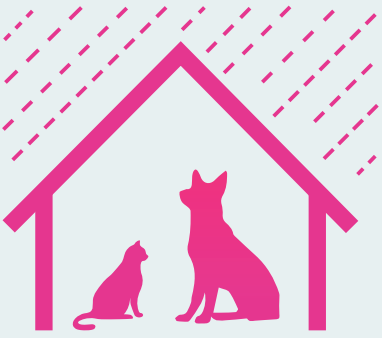
Removed dog meat videos and items illegally for sale from various Chinese internet platforms.



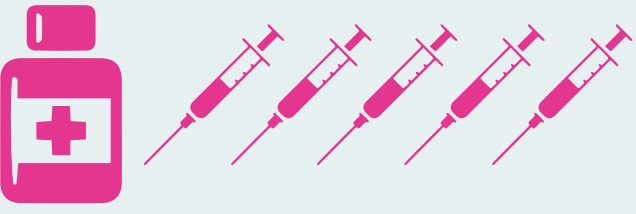
Visited over 18,800 people with our registered therapy dogs – 10,029 in mainland China and 8,775 in Hong Kong.



Helped damaged cat and dog shelters affected by Typhoon Yagi.



Donated 10,400 doses of rabies vaccine to dogs in Vietnamese shelters.



ASIA'S DOGS AND CATS THANK YOU

Because of your kind heart and generosity, 2024 was an incredibly busy and productive year for our cat and dog welfare teams in China and Vietnam.

And through it all, you were right there by our side:

- Visiting hospitals and schools with our tail-wagging therapy dogs.
- Attending meetings with officials.
- Giving emergency relief and long-term help to struggling shelters.
- Running humane population programs.
- Providing free vet care for community cats and dogs.
- Rolling out public awareness campaigns and events.
- Giving practical advice and support to other animal charities.

'CLICK FOR LOVE' GOES ON THE ROAD

The hot and humid weather didn't stop the crowds from coming when we launched our open-air photography exhibition in Chengdu, China in July.

The exhibition, featuring the winning entries from our China-wide Click for Love photography competition, kicked off in well-known Fanghua Street, a popular spot with young people and internet influencers with its cafes, galleries, trendy stores and snug noodle shops. This meant wide publicity on social media as well as constant foot traffic.

"The works presented domestic companion animals, stray animals, animals in shelters, and the people who take care of them day and night. The images were moving, challenging and thought-provoking, encouraging discussion."

Suki Deng, China Cat and Dog Welfare Director

Other activities included presentations on companion animal issues, and a number of shops along the street welcomed dogs and cats and displayed our posters while cafes put our stickers on their cardboard cups.

We received 474 submissions from nearly 200 cities and a total of 1,076 photos for the Click for Love competition.



You truly are a lifeline for our precious best friends. None of our work for cats and dogs would be possible without your generous support.



The winning photos were on display in Chengdu for two months before moving on to Guangzhou and Guangxi.

UPDATE: FRIENDS NOT FOOD

In 2024, we stepped up our campaign to end the cruel dog and cat meat trade in Vietnam.

And the great news is that the government also stepped up its efforts to eradicate the industry.

Our new team

Tuan Bendixsen retired from his position as Vietnam Director in 2024 and while he still provides advice to the whole Vietnam team, he now works to end the dog and cat meat trade.

We promoted our intern, Hoa Le, to coordinate our work and appointed an Expert Advisor, former government veterinarian Dr Van Dang Ky, who played a crucial role in the campaign to end the cross-border dog trade from Thailand to Vietnam. Dr Ky is also a leading expert on rabies.

We also now have the help of our three-member Public Awareness and Education Team to tackle the dog meat trade.

Our main projects in 2024 were dog trade investigations in Dak Lak (from where most of the country's "meat dogs" are trafficked to the dog meat market in the capital, Hanoi), and our count of the dog meat restaurants and suppliers in Hanoi (so far, 1,200 dog meat restaurants, vendors and slaughterhouses). We're sharing the results with the relevant government departments.

Exciting development

The government is starting to fine people for inhumane treatment of dogs and cats, including beatings and other cruelty at slaughterhouses. The provision was enacted in 2021 but has not been enforced until now.

Another promising sign came when the dire human health implications of the dog and cat meat trade were discussed openly by government and private experts on Vietnam's main television station.

"Cultural change is never easy, but the government's willingness to enforce penalties for inhumane treatment of animals is a positive step. We're working closely with the officials to help as many dogs and cats as we can."

Tuan Bendixsen, Senior Advisor/ Director, Cat and Dog Welfare, Vietnam

Korean dogs to get legal protection

In 2024, South Korea criminalised the raising and slaughtering of dogs for consumption and the sale and distribution of dog meat. The law comes into effect in 2027.



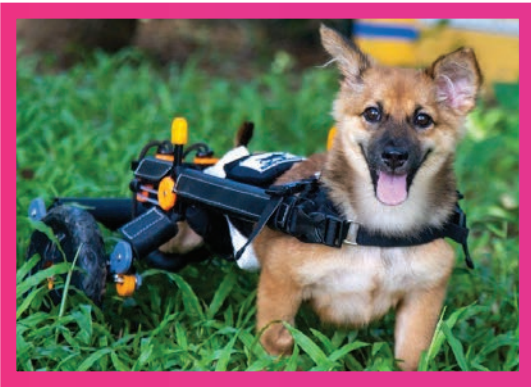
Our annual World Rabies Day awareness events in China included free rabies injections for dogs, basic body checks for cats and dogs, and a quiz on preventing rabies. We've been holding these events in Chengdu, Guangzhou and Nanning since 2020.

SHELTER DOGS AND CATS

After many years of working with strays and struggling animal shelters in China, including helping over 13,000 dogs and cats in 33 shelters last year, we’ve expanded our program to Vietnam.

We’ve partnered with vegan skin care company Cocoon on a new project, “Join Hands to Help Stray Cats and Dogs”. In 2024, we:

- Gave 1.5 tonnes of rice, 2 tonnes of kibble, 4,500 cans of food, treats and medicines to 18 dog and cat shelters.
- Provided 15 wheelchairs to dogs and cats at Forever Wheelchair.
- Donated 10,400 doses of rabies vaccine for dogs and cats to the authorities in two under-resourced rural areas – Dak Lak and Binh Thuan (which had seen recent rabies outbreaks).
- Upgraded a shelter in Quang Binh, building a kitchen, installing partitions to separate dogs and cats, adding a roof and a mesh house to the cat enclosure, and installing a 1,000-litre water tank.



This happy little heartbreaker is one of 15 dogs and cats to receive new wheelchairs in Vietnam in 2024.



We’ve been helping battling shelters in China since 2007. Now we’re expanding our program to Vietnam.

BACH MA ‘SMALLIES’ GET WORLD-CLASS HEALTHCARE (TOO)

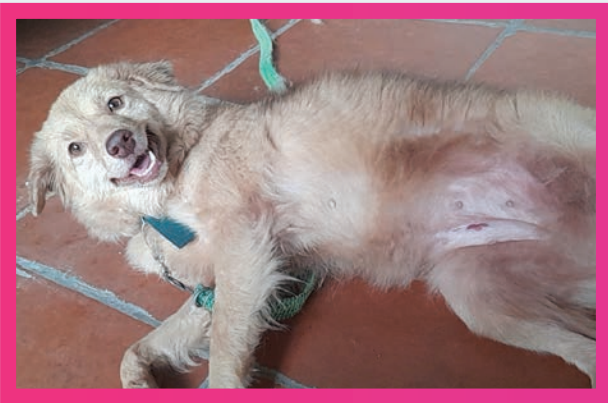
The dogs and cats living in and around our Bach Ma sanctuary now have an excellent free health care service like their counterparts at our Tam Dao and Chengdu sanctuaries.

Our Bach Ma vet team has launched its own Companion Animal Clinic catering to the cats and dogs of employees and families living in and around the sanctuary.

“We’re encouraging the local community and our staff to bring their animals to us by promoting free vaccinations, flea treatment, deworming and neutering. We’re also sharing with them the health benefits of de-sexing, as it’s not very common in the countryside.”

Ly Mai Han, Junior Veterinary Surgeon, Bach Ma Bear Rescue Centre

In 2024, our three smallies clinics treated 436 companion animals – 264 dogs and 172 cats. And of these, 161 were neutered. (All cats and dogs we treat must be de-sexed.)



Gorgeous Mo was one of our new clinic’s first happy clients. Her guardian, one of our security guards, Nguyen Minh Phu, says Mo is “more gentle, playful and much, much happier” after her treatment. This included deworming, vaccination, flea treatment, and neutering with related post-op care. Phu brought homemade food for Mo every day during her stay with us.

CHARITY BEGINS AT HOME

Wherever we work, we do our best to engage with local families that have dogs – getting help to the dogs while passing on our knowledge of dog care without judgement.

During a recent heat wave, Vet Nurse Lou Callan, Senior Bear Manager Molly Feldman and Vet Support Manager Tina Tian braved the scorching heat and oppressive humidity to visit nearby villagers and make sure their dogs had fresh water.

As a show of goodwill, they brought fruit and snacks for the villagers (paid for from their own pockets) as well as bowls of fresh water for the dogs.

Lou’s regular work includes frequent visits to the local dogs for flea treatments, vaccinations and other health treatments.

“Encouraging people who’ve always viewed their dogs simply as guard dogs to see them as the loving, sentient animals they are, is definitely a long-term project. But gradually, we’re seeing change – more dogs with water, more dogs with actual dog food, and more being taken for walks.”

Lou Callan, Veterinary Nurse



Lou (right) and Molly deliver water and refreshing snacks to a local villager during a recent heat wave.

Since 1991, our gentle therapy dogs – Dr Dogs and Professor Paws – have brought smiles to the faces of over 725,000 people in hospitals, care homes and schools in Hong Kong and four mainland Chinese cities.



Hiking with dogs and picking up litter along the way was one of over 50 events we held in China in 2024. This was the fourth year our Dr Dogs and their guardians joined the event in Chengdu. Participants collected cards with reminders and tips about dog care essentials – regular access to water, regular walks, making toys for the dogs using old clothing, and properly disposing of the dogs’ faeces.

EMERGENCY RELIEF

Thanks to your kindness and compassion, thousands of dogs and cats in shelters affected by floods, landslides, typhoons and fallen trees received our help in 2024.

After assessing the shelters' immediate needs, we offered help where we could. Here are just a few ways you sent a lifeline to the animals:

In China:

- We provided cat litter, cat and dog food, towels, deworming and other medications to Gu Ji Pet Paradise in Nanning. The shelter was completely submerged by floods and the animals had to be taken by lifeboat to a temporary shelter.
- We part-funded repairing the wall and cleaning and levelling the ground after continuous heavy rain caused landslides to damage Chongqing Xiaoqi Cat and Dog Rescue.
- We donated food to the flooded Cattery of Hope in Guangxi and helped them restore their electricity.

In Vietnam:

- We provided one tonne of dog food to seven shelters affected by Typhoon Yagi. The food was kindly donated by our partners, Cocoon and SmartHeart.
- We provided dry food to Yeu Dong Vat Quang Binh shelter to aid recovery efforts following a major storm.

In 2024, we supported over 400 Chinese groups that help dogs and cats. This is a big jump from 2023 when we reported supporting 200 groups. The reason is that we're now including groups that take part in our online training.



Typhoon Yagi swept through northern Vietnam, causing historic flooding, displacing families and leaving countless animals in need of help. Thank you for being there for them.



Animals Asia started promoting trap, neuter, return for cats in China in 2008 and since then thousands of cats have joined the program, including 467 in 2024. This means *millions* of cats have not been born into lives of misery on the streets.

OUR WILD FRIENDS

Our stunning Ta Nuon was one of many precious wild animals who felt your love and compassion in 2024. Thank you.

YOUR KINDNESS AT WORK

Your generous support had a profound impact in 2024. Here are just some of the ways you helped wild animals across three Asian countries:

In Vietnam, we:

Rescued 2 more elephants from elephant-riding tourism. Kham On and Y'Mam are now free to roam for the rest of their days.



Provided supplementary food for 25 macaques who we helped release in 2023.



Welcomed 1,548 visitors to our Ethical Elephant Tours – a new record.



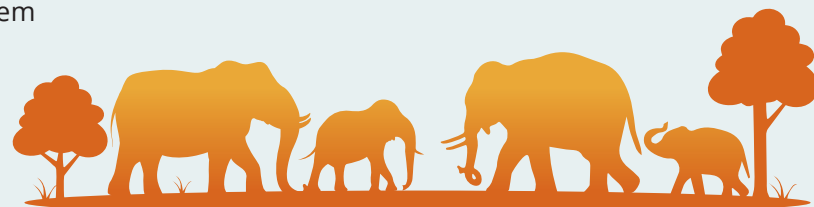
Engaged with over 5.9m people who viewed our Vietnamese-language social media posts on animal sentience, welfare and the environment. We posted 108 messages.



Trained animal managers in zoos and wildlife rescue centres as well as government veterinarians.



Cared for 14 elephants of the 68 believed to be in captivity. Most of them were rescued from carrying tourists.



In China, we:

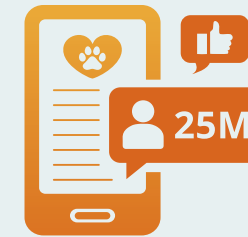
Delivered webinars to 2,560 animal management staff – 1,790 joined our Advanced Animal Training and 770 joined Humane Pest Management.



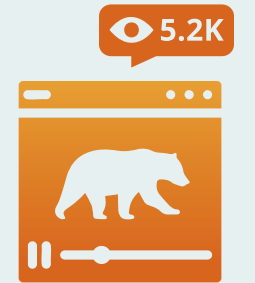
Trained 63 teachers to deliver our animal welfare and behaviour lesson plans. They delivered the course to 866 students.



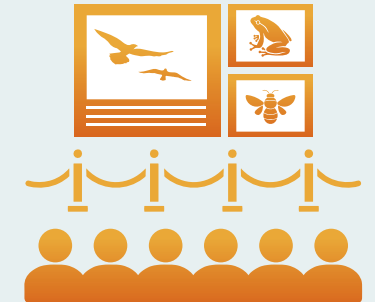
Engaged with over 25m people who saw our Chinese-language social media posts on animal sentience, welfare and the environment. We posted 353 messages.



Reached 5,200 people through online talks on the social, emotional and cognitive capacities of crows, penguins, orcas and bears via our Bilibili channel.



Promoted animal welfare issues through posters, exhibitions and events. Working with universities, partner zoos, museums and libraries, we organised events to promote World Frog Day, World Bee Day, World Migratory Bird Day and an end to the use of animals in entertainment. Over 16,900 people joined the activities.

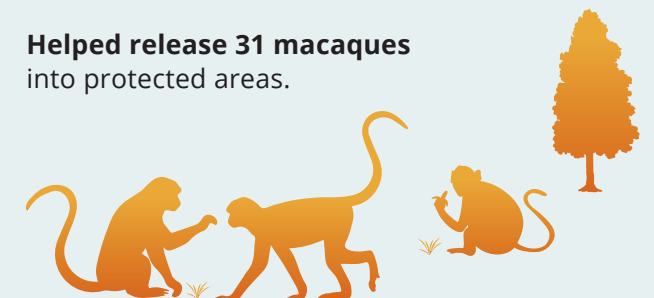


In Indonesia, we:

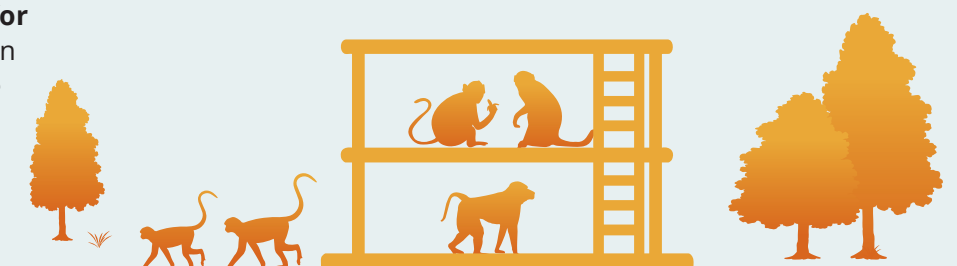
Helped rescue and release over 23,000 songbirds confiscated from illegal traders.



Helped release 31 macaques into protected areas.



Constructed a second floor for macaques in their socialisation enclosure at the rescue centre run by our partner, Scorpion Foundation.



HELP FOR MACAQUES

In 2024, with your kind support, we continued working with government rescue centres across Vietnam and Indonesia to improve the welfare of their macaque residents.

This included building tunnels to connect the macaque enclosures at two Vietnamese facilities – the Hanoi Wildlife Rescue Centre and the Phong Nha Ke Bang Rescue Centre. This simple change means the macaques – highly social and intelligent animals – can create bonds with their neighbours and enjoy the stimulation of visiting different enclosures.

We also helped our Indonesian partner, Scorpion Foundation to build a second floor within their macaque socialisation enclosure, increasing climbing opportunities and giving the macaques the chance to be out of view, so helping to reduce stress and tension within social groups.

Our Hanoi education team delivered a drawing workshop to raise awareness of the five macaque species in Vietnam, with a discussion on macaque conservation and welfare issues.

We also produced a series of infographics to raise awareness of the threats macaques faced and provide the public with details of their rich social lives, importance of the mother-infant bond and their social learning capabilities.

“In many parts of Southeast Asia, macaques are still sold as pets, individuals often ripped from their wild families to be thrust into the pet market. This is despite the difficulties of adequately caring for them.”

David Neale, Director of Animal Sentience and Welfare



Our latest project to help macaques involved building tunnels to connect their enclosures so they can socialise and extend their home. We work with Vietnam's government rescue centres to improve the welfare of their wild animal residents. We help release rescued macaques back to the wild or, if that's not possible, help to care for them with places to climb, play, forage and hide, and provide advice on a good, affordable diet.

More care for wild animals

We employed another carer at Vietnam's Elephant Conservation Centre's temporary rescue facility and provided enclosures for the wild animals confiscated within Dak Lak Province. We're also designing a permanent facility at the centre – quarantine area, vet clinic and housing – for the rescue, rehabilitation, care and release of illegally traded wild animals. These include deer, turtles, macaques, eagles and songbirds.

Our Indonesian partner, Scorpion Foundation, rescued, rehabilitated and released **8** former pet macaques into Barumon Wildlife Reserve. So far, they're all doing well.

Our Indonesian partner, Jakarta Animal Aid Network, released **12** macaques onto a protected island following their rescue from the pet trade and rehabilitation at their rescue centre in Bali.

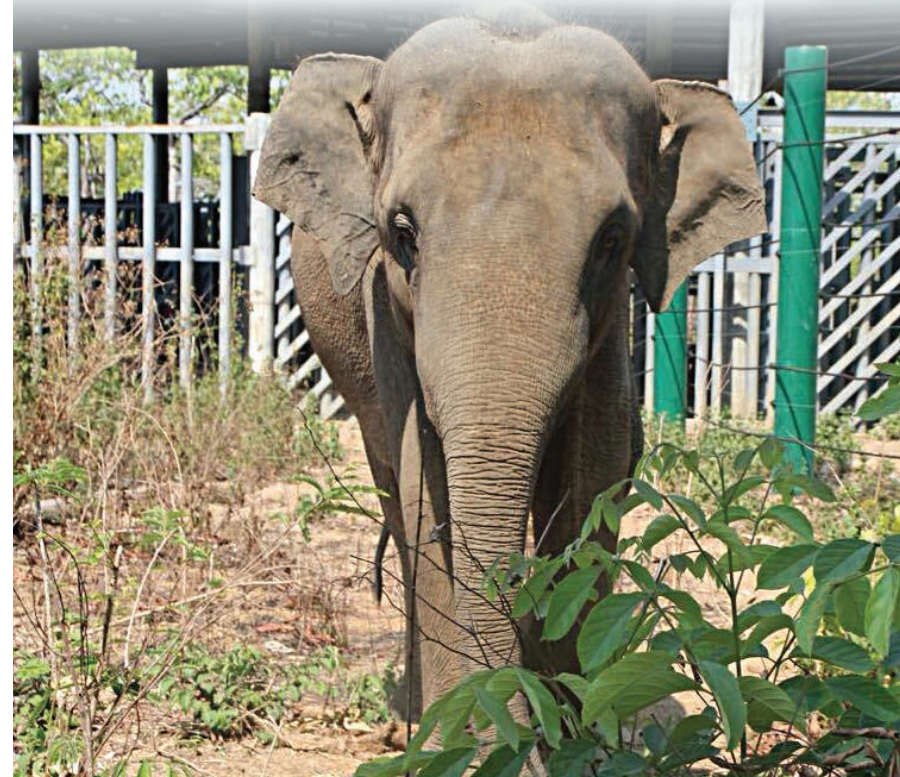
NO TUSKS NO PROBLEM

Thanks to your kind help, Gold, one of three elephants at Vietnam's Elephant Conservation Centre, is a much happier boy after surgery to remove his damaged tusks.

His tusks had been causing him problems and intermittent pain for years. Without his tusks, he'll still be able to forage, play and roll in the mud just like before.

With your support, we've been caring for Gold and Jun for eight years at the centre (and now Y'Mam too), providing them with places to wallow in the mud and sand, giant toys to play with like wind chimes and hanging tyres, and a safe, fenced-in expanse of forest for them to roam and forage in.

As you can see, our tuskless Gold is still as handsome as ever. Before his surgery, this clever boy learned to lie down on command for when he needed to be anaesthetised.



Farewell H'Plo

Sadly, our precious H'Plo succumbed to liver disease in 2024. Rescued from carrying tourists in the searing heat, she enjoyed over three years of freedom in Vietnam's Yok Don National Park. Aged 50, H'Plo was part of our Ethical Elephant Tours.

H'Plo's passing left her best friend, Ta Nuon, on her own, but as you'll see on the next page, Ta Nuon soon found solace with an old pal.

We delivered annual health assessments for all of the elephants in Dak Lak province.

Over **1,000** Vietnamese children joined our drawing competitions and heard our talks on the natural behaviours of elephants.



Our mahout team was busy last year planting a banana garden to grow more banana trees for our elephants in Yok Don National Park. The extra bananas will support their nutrition during the dry season and provide tasty and healthy treats to encourage them in our elephant training program.



Young volunteers at Vietnam's Elephant Conservation Centre joined our enrichment-making activity to celebrate World Elephant Day and to support resident elephants Jun, Gold and Y'Mam. We also conducted a series of study tours for secondary school students to learn about Yok Don National Park and our elephant experience tours and held volunteer litter clean-up days at the park.

TWO MORE ELEPHANTS HOME AT LAST

Welcome home Kham On and Y’Mam! These two precious elephants are finally free to roam through the forests and truly become the majestic animals they were born to be.

Middle-aged Kham On felt instantly at home on the day of her rescue from decades of carrying tourists in the suffocating heat and humidity.

When she arrived at Yok Don National Park, there to greet her was her old friend, Ta Nuon. Years ago they’d worked together at Cau Treo Tourist Camp. They were overjoyed to be reunited.

“It was magical how these two elephants reconnected. They immediately moved towards each other and embraced with their trunks. Since then, they’ve been pretty much inseparable. Kham On is now free to roam with her friend for the rest of her days.”

Ryan Hockley, Elephant Welfare Advisor

Kham On joins 10 other elephants in our ethical tourism program where visitors watch them roaming, bathing and foraging in their natural environment from a safe, respectful distance.



Kham On (right) reaches out to her old friend, Ta Nuon, on the very first day of her rescue.

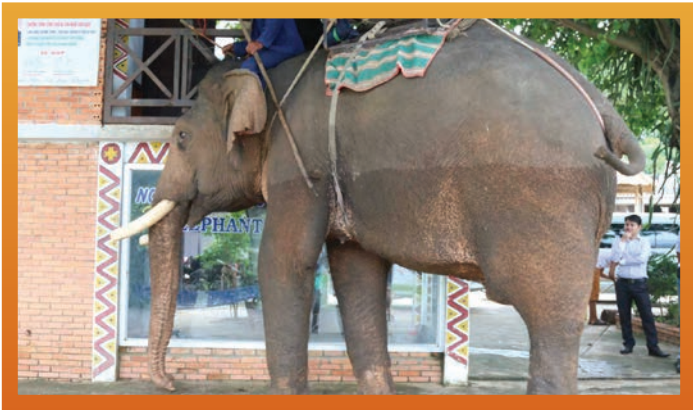
Troubled elephant Y’Mam has joined our little family at the Elephant Conservation Centre, leaving behind his traumatic past.

Y’Mam, 52, spent his life carrying tourists at Lak Lake until, four years ago, his appalling treatment and the fact that he was in musth (when a seasonal rise in reproductive hormones can cause aggression in male elephants) led him to fatally injure his mahout. After that, for safety reasons, his owners kept

him chained. Animals Asia provided Y’Mam with extra care on site, but our real goal was to bring him home to safety. In 2024, after successful negotiations with his owners and the authorities, we were able to relocate him to the Elephant Conservation Centre.

Now he has the freedom to roam within a secure forested enclosure and he’s managed by the centre’s elephant team with our support.

As a mature bull, and given his troubled past, Y’Mam is kept separate from Jun and Gold – the two other elephants we help care for at the centre – but he does socialise with them through protective barriers. His favourite pastime is eating the long grasses he’s provided with each day.



Y’Mam can finally put his troubled past behind him.



Now this sweet old boy can roam free in his new forest home.

Our elephant family

Did you know you’re supporting a fifth of all elephants in captivity in Vietnam?

Because of your kindness, we can provide care for 14 of the country’s 68 known captive elephants.

- 10 in Yok Don National Park.
- 1 at Lak Lake.
- 3 at the Elephant Conservation Centre at Dak Lak.



SHARING OUR KNOWLEDGE

Whether it’s lessons for students, public awareness campaigns, workshops for animal carers or investigative reports for the authorities, education is the key to lasting change.

Because of your kind support, our message of animal sentience and welfare reached thousands of people in China and Vietnam in 2024. Over 4,000 students received our lessons, we held 15 public exhibitions reaching over 20,000 people and we made 20 public presentations to over 6,400 people.

Throughout the year, we focused on international animal days like World Frog Day and World Bee Day to run public awareness campaigns to highlight the cognitive, social and emotional abilities of various species and how we can help them to survive.

We’re also conducting ongoing investigations into the use of animals in travelling circuses and traditional festivals in Vietnam. The information gathered is to be used for a report to the Ministry of Culture.

‘Wow Zoo’ wows

Thanks to your support, teachers and parents taking children to zoos in China now have a manual – Wow Zoo – to guide them on animal sentience and welfare.

Our Wow Zoo manual – so far distributed in Xi’an, Beijing, Qingdao, Hefei and Chengdu – encourages students to think about the animals’ physical and emotional needs, and provides activities for them to do before, during and after their visit to the zoo.

“We want to guide children into making future choices that respect the lives of all people, animals and the environment, and minimise the devastating impact of our current behaviours.”

Dave Neale, Animal Sentience and Welfare Director



Children in Chengdu search for frogs during our World Frog Day event which encouraged them to protect their local amphibian populations.



We continued to bring international experts to China to share their experience and expertise with animal carers at zoos and rescue facilities. Here, Margaret Whittaker, the Executive Director of Wild Welfare US, delivers an elephant foot care workshop at Qingdao Forest Wildlife Park. Forty-seven people from 28 zoos enrolled in the workshop, making it our largest offline zoo training yet.



The Hoa Luu Cock Fighting Festival in Ninh Binh Province was one of a number of festivals we visited in 2024 to document the animal suffering. We also attended goat fighting and buffalo fighting festivals, gathering data for our Animals in Festivals report to be submitted to the Ministry of Culture in 2025.

We delivered talks on the social, emotional and cognitive lives of pigs and understanding animal welfare to

50 children in Chengdu primary schools.

Our 2024 survey shows that

23 Chinese zoos have stopped the use of animals in performances since our last survey in 2018.

PROTECTING OUR FEATHERED FRIENDS

At the start of 2024, we launched a new citizen science project in China – Wild Bird Welfare – to assess the harm to birds from mist nets.

The first phase of the project involves field surveys across districts in Chengdu to assess the use of bird nets in agriculture, forestry and fisheries. These can be anywhere from 10 to 500,000 metres long. Our aim is to understand human-bird conflict – the types of nets used and the impact they have on wild birds.

Our dedicated team and 62 volunteers often braved the scorching heat to gather this helpful preliminary data:

- 64 bird-proof nets, 50 mist nets and 48 unidentified nets were recorded.
- Birds were entangled in 66% of the mist nets, compared with 17% of the bird-proof nets and 50% for the other nets.
- A total of 198 birds from 28 species were entangled in the nets. Three – two raptors and a collared scops owl – are nationally protected.
- 15 birds were rescued, including a spotted dove and a little owl.

We're continuing with our research, and the results will be used in a public awareness campaign to reduce the number of mist nets and the number of birds caught and killed.

We've already started a pilot program in cooperation with the Qingqiao Village Committee (our bear sanctuary is in Qingqiao). We're buying bird-friendly nets and distributing them for free to local villagers to replace their mist nets. The plan is to complete the installation of the nets before the 2025 spring planting season.

Meanwhile, our education team is visiting schools in surrounding communities to teach the younger generation about bird nets.



Mist nets are difficult to see, so birds fly into them and become trapped.



A little owl was one of the birds rescued from nets by our volunteers.

What's wrong with mist nets?

Mist nets are death traps for birds. Unlike normal bird-proof nets that are clearly visible, mist nets are difficult for birds to see because of the sheer, see-through netting and light colour. This means birds fly into them and get tangled up, leading to injury and death. As well as being used to protect resources, mist nets are also used for illegal bird hunting.



Members of our Indonesian partner, FLIGHT, release illegally traded birds in Sumatra. With your kind support, FLIGHT has confiscated over 153,000 birds since 2018 with most being released back into the wild.

Our China team has produced a guide promoting ethical ways to observe birds in the wild and how to help rescue birds. The booklet is being distributed to zoos, nature NGOs and educators across the country.

Almost **1,000** Chinese people listened to our online talk on the social, emotional and cognitive capacities of crows to mark International Crow Appreciation Day.

EQUALITY ON THE MOVE

First Tam Dao, now Bach Ma. Sanctuary staff at our new bear sanctuary joined our diversity and equality program in 2024.

After training staff at our Tam Dao sanctuary, Technical Supervisor Le Thi Bac, who heads our Gender Diversity Advisory Team in Vietnam, has brought her skills to Bach Ma.

Teaming up with Bear Team Manager Nguyen Quoc Viet (Viet) and Junior Veterinary Surgeon Ngan Tran (Ngan), Bac led the training in gender equity, gender diversity and anti-sexual harassment in the workplace.

Eleven members of staff from teams as diverse as veterinary, security, bear care and maintenance joined the session, which included videos and fun team activities.

Animals Asia has a strong policy of equality regardless of race, gender or religion, but in more traditional places like Vietnam, women might feel uncomfortable applying for traditionally male jobs or coming forward about sexual harassment.

"We want to change this. We want to create a safe and friendly environment where everyone can share the same goals, have the same opportunities and the same chances to express themselves."

Le Thi Bac, Gender Diversity Advisory Team Leader



Viet (left) and Bac try not to laugh as they lead one of the activities.



Jill (middle) joins staff for a special gathering at our Tam Dao bear sanctuary on New Year's Eve to remember, celebrate and thank our wonderful supporters who've passed on and left a gift in their Will to the animals. With gifts in Wills currently funding one in six of our projects, our vital work couldn't continue without the generosity of these heroes. Thank you to all our supporters, past and present, who've pledged a gift in their Will to Animals Asia. **If you'd like to learn more about leaving a gift to the animals, please go to animalsasia.org/yourwill.**

VETERINARY EXCELLENCE AND OUTREACH

Every day, your caring heart drives our veterinary teams in China and Vietnam to new levels of innovation and excellence.

And it's thanks to you that they're able to share their knowledge and expertise throughout Asia, benefiting untold numbers of animals. Here are just a few snapshots from 2024 that show how they're putting your kindness into action:



Gorgeous Bong Bong is one of 212 bears at our Tam Dao sanctuary to take part in a ground-breaking research project to help vets better diagnose tuberculosis (TB) in bears. Animals Asia's Senior Veterinary Surgeon Shaun Thomson, who collaborated with other vets on the paper, says diagnosing TB in bears is very difficult and, until now, little research has been done on the subject. In total, 344 bears – ours and bears from two other sanctuaries – were tested multiple times and the results analysed over 18 months. Shaun hopes that as well as helping bears like Bong Bong, this research will help other species too that suffer from TB.



Mandala Hunter-Ishikawa, who heads our Veterinary Welfare Training Program, took her message of easing pain for animals to nearly 400 practising veterinarians, assistants and industry stakeholders in 13 major cities across China. Topics covered were how to recognise, assess and treat pain, and the relationship between pain and anxiety. Our grateful thanks to animal pharmaceutical company

NanNong for sponsoring Mandala's lecture tour, including bringing seven international specialists to China to train vets. NanNong also made a very generous gift of medicines that we'll distribute to cat and dog shelters.

'It's such a joy to run these courses when the attendees are so incredibly keen to learn everything there is to know about animal welfare.'

Mandala Hunter-Ishikawa



Meet Lam Thi Huong, our very first vet nurse intern. (Previously our internship program has been for vets only.) Huong joins the veterinary team at our Tam Dao sanctuary in Vietnam after six years caring for the bears there. She excelled in leading her team, caring for sick bears and training bears to perform tasks like opening their mouths to help with their own health care. Huong is also working hard to improve her English skills. As well as building capacity at our sanctuaries, our veterinary internship program is bringing world-class veterinary practice to Vietnam and China as former interns set up their own clinics.



It's notoriously difficult to tell if a cat is in pain, but there *is* a way, and we're teaching it to cat guardians. In 2024, we held sessions for cat lovers in mainland China and Hong Kong to teach them how to use the Feline Grimace Scale, an amazing tool for detecting pain in cats. Cat guardians can take this information to their vets who can create a pain management plan. Do you ever wonder if *your* cat is in pain? Take a look here: felinegrimacescale.com



In 2024, 60% of our rescued bears had compromised mobility, so easing their pain and keeping them active is vital. As well as our world-leading physiotherapy program, we're also using cutting-edge laser therapy, which is great for bears with arthritis, healing wounds and muscle strains. The light emitted by the laser penetrates the cells, increasing blood flow and helping the body's natural healing mechanisms. Here, Prince 2 enjoys some tasty treats while having his laser therapy. Sadly, this beautiful boy passed away in 2024.



In 2024, Senior Veterinary Surgeon Shaun Thomson became our first vet to perform a surgical root canal on a bear (sweet little Pumble, pictured). Previously, only visiting dental specialist Dr Cedric Tutt had performed the procedure on one of our bears (Winnie the Prue). Now Cedric has trained Shaun to take over, and Shaun, in turn, is training Junior Vet Thai Le. As you can see, Pumble is now smiling again.

MOON BEAR HERO AWARDS 2024

Congratulations to all our wonderful award-winners! You're the heart and soul of Animals Asia.

ANDREW SUPERSTAR AWARD

Inspired by moon bear Andrew, the very first bear we rescued in China



Fiona Aston of the UK is one of our most steadfast supporters. From teddy tombolas to bridge evenings, Fiona's selfless efforts over the years have raised a phenomenal amount for our work. She also gives generously to our appeals, spreads awareness and enlists others to support and donate. You're an absolute star, Fiona. Thank you.



Our generous, loyal supporter, **Jan Murphy**, has not only visited all three of our bear sanctuaries – she's also happy to travel anywhere in the US for her fundraisers and to help others with theirs. Jan also gives talks in schools and libraries to spread awareness of the plight of bears and other animals. Jan, you're an inspiration for us all.



At just 15 years of age, Australia's **Wyatt Tunstall** is one of our most committed supporters. Over the past year, Wyatt has been quietly using his pocket money to sponsor sun bear Murphy and to help other bears too. Why? "Because it's the right thing to do... even though I live halfway across the world, I will never give up." Thank you, Wyatt. We think you're a very special young man.



Not even a serious health issue could stop Hong Kong supporter – traditional Chinese painter **Yeung Chi Ho** – from doing what he loves most, painting to raise funds for the animals. "Uncle Ho" and his niece, calligrapher **Sandra Pang**, have long supported us through their stalls and private art commissions. Last year, Uncle Ho suffered a debilitating stroke but after months of determined rehabilitation, he was keen to start painting again. Thank you Uncle Ho and Sandra and good health to you both.



Life for **Maria Adriana Rizzo** (Adriana) changed forever on 7 November 2008. She'd joined an anti-fur protest in Rome and chanced upon a stall run by Animals Asia supporters. "When I looked at the photos of bear bile farms, I froze. My heart froze." Since then, for the past 17 years, Adriana has devoted her spare time to raising funds and awareness through the Rome Support Group – from stalls to fundraising dinners, from theatre nights to guided cultural walks. Huge bear hugs of thanks from us all, Adriana.

COURAGE IN ACTION

Inspired by Cubby Leo, our brave little sun bear who overcame her fears

Gemma Lawrence, UK
Carla Marani, Italy

EMPATHY IN ACTION

Inspired by moon bear Smudge, the last bear born at the former Nanning bile farm we closed down in 2021

Amanda Bright, UK
Viviane Goblitschke, Australia
Gabi Junker, Germany
Alice Wong, Hong Kong

RESPECT IN ACTION

Inspired by moon bear Tuan, whose rescue was a result of diplomacy and cooperation

Daniela Bellon, Italy
Chris Coldrick, UK
ISF Academy, Hong Kong
Gina Martin, Australia

TENACITY IN ACTION

Inspired by brown bear Oliver, who spent 30 years in a bile cage before enjoying four years of sanctuary

Lynne Chitty, UK
Giuliana Gabriella Corea, Italy

THANK YOU ADVENTURE WORLD

In 2024, our main corporate partner, destination experts Adventure World, began offering weekly visits to our Tam Dao sanctuary in Vietnam.

As our sanctuaries aren't generally open to the public, this is a special way you can visit the bears and see the incredible impact of your support.

Our fabulous supporter, Alison Barr of Sydney, joined one of the first tours, and kindly shared her experience:

'From the moment we stepped inside, we were welcomed into a world of compassion and care, where every single bear had a story – and Linh, our guide, knew them all. Her deep love for each bear was undeniable in the way she shared stories on their individual journeys and personalities.

One of the most magical moments was visiting the dens and learning how to communicate with the bears using a clicking sound. Hearing some of them click back from other dens was unforgettable. Alice, the sweetest soul, followed us along the dens like she was part of our group.

And then there was Twilight – a moment I'll never forget. Looking into her eyes, I felt overwhelmed with emotion and couldn't hold back the tears. There was sadness there, but also resilience, and in that moment, I felt a deep bond with her.'

Alison says her visit to our bear sanctuary was beyond everything she'd hoped for. "It was magical." And the moment she and Twilight (pictured) looked into each other's eyes is one she'll treasure for the rest of her life.



We also witnessed a bear receiving their annual health check in preparation for root canal therapy. The level of dedication and expertise from the vet team was inspiring.

Adventure World offers a truly authentic experience, one that is ethical, educational, and deeply moving."

A huge thank you to Neil Rodgers, Managing Director of **Adventure World**, and to each and every one of our **corporate partners** who made 2024 such a special year for Asia's animals. Your generous support is creating a kinder world for animals most in need.

To find out more and to book this unique travel experience, search for "Adventure World – Animals Asia Bear Sanctuary Visit" or scan the QR code.

Scan here



THANK YOU

Our enormous thanks to UK celebrity **Chris Packham CBE** who gave his all to help with our ethical tourism campaign. Naturalist, nature photographer, television presenter and author, Chris gave countless media interviews and wrote opinion pieces urging travellers to avoid tourist spots that exploited animals, and urging the UK government to ban travel agents from promoting these places.



A LOVE SO STRONG

To say that He Qin puts her heart and soul into her job is an understatement. Her love for the bears she cares for each day is second only to her love for her family.

A native of Chengdu, Assistant Bear Team Leader He Qin has just celebrated her 15-year anniversary at our China Bear Rescue Centre.

From the day she started at the sanctuary, He Qin’s hard work and dedication have shone through. So has her empathy and compassion. Sometimes she breaks down in tears when one of the bears falls ill, and she’ll do all she can to nurse them back to health.

He Qin manages and delegates tasks within her team, but is still very hands-on – and this is just how she likes it.

You work five days a week from 7.50am to 6pm. What is a typical day like for you?

I prepare and set up the bears’ enrichment toys and activities, like filling hanging toys and bamboo puzzle feeders with treats then placing them around their outdoor enclosures. I also make their enrichment treats like naturally flavoured ice blocks, oatmeal, blended fruit, etc. Observing and noting the bears’ behaviour is also important, as is cleaning their dens and outdoor enclosures, including pressure-washing pools and scrubbing toys.

What do you do to relax?

At work, I watch the bears sleep and play. At home, I walk my dog and listen to music.

What do you like most about your job? And what is the most difficult part of it?

I love watching the bears go out to happily forage and play after we set up their enclosure. The most difficult part is when bears don’t want to take their medications.

Do you have a favourite bear?

Yes, Finty. I like how she’s so happy sleeping in the nests she makes throughout the enclosure in winter – I really envy her sleep quality! I also appreciate that although she’s blind, she still lives a happy and leisurely life like a bear should.

Do you have family in Chengdu?

Yes, my dad, mum, husband, son, daughter-in-law, grandson and our dog.

What do you consider your biggest achievement?

I have a happy family.

FINANCIAL OVERVIEW

In the face of global instability and the ongoing cost of living crisis, your loyalty and compassion for the animals really shone through in 2024 and couldn’t have been more appreciated.

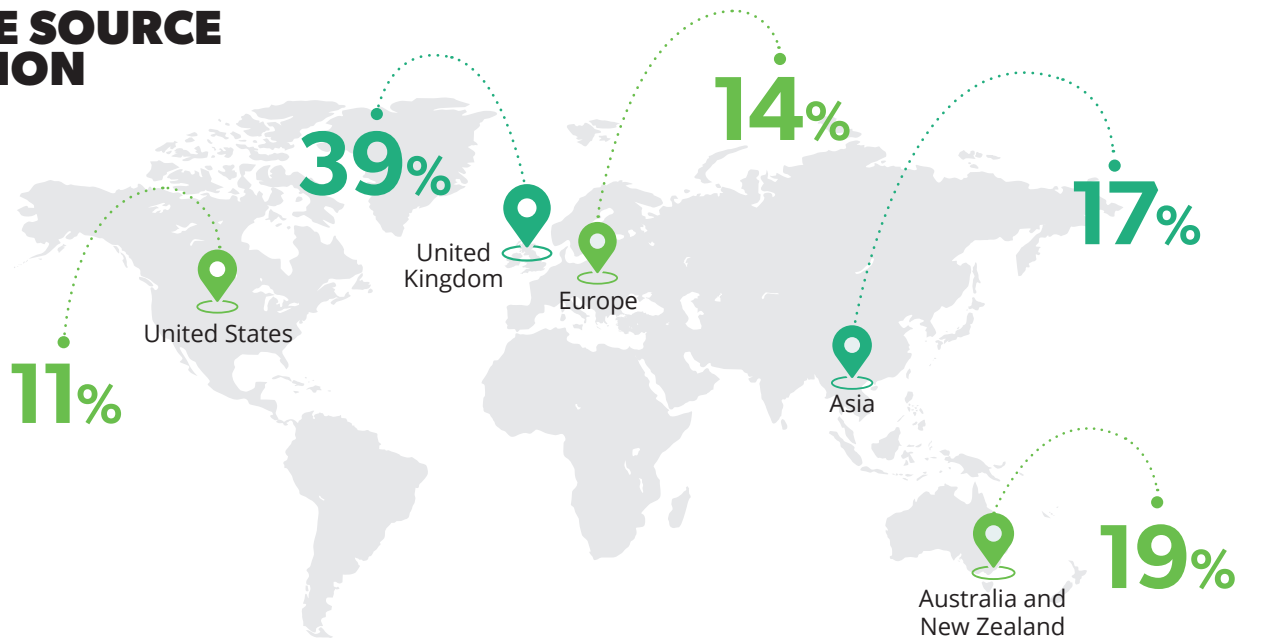
Throughout 2024, we undertook a cost-saving exercise to realise in-year savings wherever possible. As a short-term measure, we delayed some recruitment and other costs, while launching a bigger project to drive sustainable long-term efficiency.

We also began rebuilding our reserves (after dipping into them in 2023 to speed up construction of our new Bach Ma sanctuary).

Our three core programs that directly benefit the animals – bears, cats and dogs, and wild animals – were protected from cost-cutting. And some even managed to expand, like our cat and dog welfare program’s new project to help struggling animal shelters in Vietnam.

GLOBAL INCOME \$20.68M (all amounts in US\$)

INCOME SOURCE BY REGION



RUNNING COSTS \$15.94m

Programs	66%
Income generation	25%
Administration and governance	9%

PROGRAM EXPENDITURE

We spent \$10.5m directly on our programs in 2024. More than half of this went to the bears.



Moon Bear Protection 55%: Over half our program spend was directed to our flagship program which saw some impressive results in 2024 – our 700th bear rescued and our physiotherapy work expanded.



Animal Sentience and Welfare 9%: Our wide-ranging work to enrich the lives of captive animals and free those that we can focused mainly on ending elephant riding and providing help and advice to government rescue centres.



Cat and Dog Welfare 9%: Our work to improve the welfare of cats and dogs continued, with highlights including the expansion of our long-running China cat and dog shelter program to shelters in Vietnam.



Public Education 27%: Supporting our three main programs is our critical community education work, which is changing hearts and minds throughout Asia. We target schools and communities where bear bile farming is common.

CAPITAL EXPENDITURE

Our capital expenditure in 2024 was \$547,798, with construction taking the lion's share of \$449,639.



KINDNESS IN ACTION

*'Sometimes when I look into
a bear's eyes, I just know
they're saying "thank you".
It's a message for you, our
wonderful supporters.'*

Jill Robinson MBE, founder and CEO

COVER GIRL: At 25, Sarah is late middle-aged, but her youthful spirit shines through when she's rolling on the grass and playing with her toys. Sarah lives at our Tam Dao sanctuary.

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Animals Asia Foundation is a registered charity in Australia, Germany, Hong Kong, Italy, Luxembourg, the UK and US. Donations are tax-deductible in all these countries. All donations go towards Animals Asia's work to end cruelty and build respect for animals.

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